

CLAIMS

1. A method for generating Bursting-messages on the window of a user's Web-terminal while browsing a Web-site, comprising the steps of:
 - a) Providing indication related to the connection of said user to said Web-site;
 - b) Sending data required for generating a Burst-message on said Web-terminal to the Web-terminal of said identified user;
 - c) Generating a Burst-message on said Web-terminal using said data.
2. A method according to claim 1, further comprising providing to said user, interaction means in said Burst-message, for the interaction of said user with said Burst-message and/or with said Web-site.
3. A method according to claim 1 or 2, wherein said Burst-message is generated by dynamically writing an HTML layer and/or JavaScript and/or VBScript.
4. A method according to claim 1 or 2, wherein the data required for generating a Burst-message is sent to said Web-terminal in the time

periods when potentially no other data is downloaded into said Web-terminal from said Web-site.

5. A method according to claim 1 or 3, further comprising storing said sent data in said Web-terminal prior to the display of said Burst-message.
6. A method according to claim 2, wherein said Burst-message provides link(s) to one or more Web-site(s).
7. A method according to claim 1 or 2, wherein said indication is provided by executing a software component embedded in Web-page(s) of said Web-site, browsed by said user.
8. A method according to claim 1 or 2, wherein said identification is carried out by using the IP address of said user.
9. A method according to claim 1 or 2, wherein the data required for generating a Burst-message is a software component(s) and/or multimedia data and/or textual data.
10. A method according to claim 1 or 2, wherein said Burst-message is generated on said Web-terminal by executing said software

component(s) and/or displaying one or more components of said multimedia data.

11. A method according to claim 1 or 2, wherein said Web-terminal is a computer.
12. A method according to claim 1 or 2, wherein said Web-terminal is a set-top box.
13. A method according to claim 1 or 2, wherein said Web-terminal is a device able to execute a DHTML page.
14. A method according to claim 1 or 2, wherein said Burst-message is interactive or passive.
15. A method according to claim 1 or 2, wherein said Burst-message is terminated as a result of a predefined event.
16. A method according to claim 1 or 2, wherein said Burst-message is terminated as a result of an input from said user.

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17. A method according to claim 1 or 2, wherein said Burst-message comprises entertainment components.
18. A method according to claim 1 or 2, wherein said Burst-message comprises advertising components.
19. A method according to claim 1 or 2, wherein said Burst-message comprises chat components.
20. A system for generating Bursting-messages, comprising:
- A Web-terminal for displaying Burst-messages;
 - A Web-server for storing files and software components required for the operation of said Web-site, for indicating the presence of a user browsing said Web-site and for identifying said user by its IP address;
 - A Burst-server for storing the Burst-messages data and executional files needed for the generation of said Burst-messages.
21. A system according to claim 20, wherein said Web-terminal is a computer.

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